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HOUSEKEEPERS' CHAT

Monday, July 20, 1936

(FOR BROADCAST USE ONLY)

Subject: "CANNED SALMON -- VARIETIES AND LABELS." Facts from the Food and Drug Administration, United States Department of Agriculture.

--ooOoo--

Homemakers, is there a can of salmon in the house?

If so, you will oblige your Food-and-Drug correspondent by placing that can of salmon on the table, where you can study it thoroughly. (Just leave the salmon on the table; we'll make a salad for supper, when the lesson's over.)

But first, we must find out about salmon varieties and labels. Quoting your official reporter: "Housekeepers who have been reading labels for years and years do not need the information I'm passing on today. They already know the five different varieties of salmon, and of course they always read the quantity-of-contents statement, so they'll know how much salmon they're getting for their money.

"But I'm not sure," continues our correspondent, "that all the young homemakers know how to buy canned salmon intelligently. Not if they're like the young lady I saw in a grocery store the other day. She asked for a can of salmon, and that is what she got -- just salmon. The label didn't state whether the salmon was Chinook, Red, Coho, Pink, or Chum, and when you see the name 'Salmon' on a label," continues our correspondent, "without a species name, you may be safe in concluding that the salmon in the can is one of the less desirable species. Another thing that convinced me the young housekeeper hadn't spent much time in grocery stores was the fact that she did not read the quantity-of-contents statement. The can she bought contained 7-1/2 ounces of salmon -- less than half a pound -- when right next to it, for the same price, was another brand containing a full half-pound. . . But that's enough about the young salmon-customer. She'll learn some day -- when the food bills get out of bounds," concludes our correspondent -- who writes as if she knew what she was talking about.

Now for some constructive information. On your table is a can of salmon. Very likely, it is labeled Chinook, Red salmon or Sockeye, Coho, Pink salmon, Chum, or Keta.

Now, by reading the label, let's see what kind of salmon is in the can -- without opening it. If the label reads "Chinook," you know that the fish in the can is from the largest of all the salmons, and that it is very rich in oil. Perhaps you bought Chinook salmon because you intend to have salad for dinner. Chinook is popular for salads because of its attractive color and soft texture.

Now if the label on your salmon can reads "Red" salmon, or "Sockeye," you have another variety of salmon well adapted to salads. It's fine for sandwiches and cooked dishes, too, although other varieties, costing less, are equally suitable for cooked dishes.

If you've bought a can of salmon labeled "Coho" -- spelled C-o-h-o -- you have an excellent all-purpose fish. Ordinarily, according to your correspondent, you can buy Coho cheaper than Chinook or Red salmon.

If you've bought "Pink" salmon, you have a fish with a distinctive, delicate flavor. The flakes are small, and range from a light to a deep pink in color. Over half of the entire American pack consists of Pink salmon, and because it is so plentiful, the price of Pink salmon is relatively low.

Fifth, and last, is the variety known as Chum, or Keta -- K-e-t-a. This is the cheapest, and the basis of many a nourishing dish. It may be creamed or scalloped, served as salmon loaf or salmon chowder, salmon patties or croquettes, salmon and potato cakes, or -- one of the best of all salmon dishes -- creamed peas and salmon on slices of crisp toast.

But enough of recipes. Let's look at the label again. Perhaps you see the term "Alaska," or "Columbia River." Those words mean only the place of production. On a can of Chinook, you may find such terms as "Spring Catch," or "Fancy." According to your official reporter, the "Spring Catch" or "Fancy" grade of Chinook salmon is a much better grade of fish, better in color and higher in oil content, than the fall catch, generally referred to as "Choice."

Well, now that we have learned something about the five varieties of salmon -- Chinook, Red, Coho, Pink, and Chum -- let's find out about the quantity-of-contents statement which you'll find on every can. The standard sizes for canned salmon are one-pound tall cans, one-pound flat cans, and one-half pound flat cans. But read the label, if you want to know exactly how much is in the can.

Again, quoting today's report directly:

"For a long time, inspection of the huge supply of salmon that goes into cans has been one of the major projects of the Federal Food and Drug Administration. Every year, inspectors make a tour of the canneries in Alaska; every year, they examine a tremendous number of cans, representing various shipments. Specialists analyze samples of fish regularly. The Food and Drug Administration makes every effort to guarantee the public sound, wholesome, clean salmon. Perhaps you can get some idea of what a big job it is, when I tell you that the pack last year totalled around 5-1/2 million cases."

And that concludes today's report on "Canned Salmon -- Varieties and Label

Now, about that salad. If our Washington correspondent were sending us a report from the federal Bureau of Home Economics, no doubt she would have stressed the food value of canned salmon. She might have told us that canned salmon has all the important food values of meat, with special vitamin values besides. But July is too hot a month to talk about vitamins -- so let's make a cool, crisp, appetizing salad.

Here's a short and simple recipe -- so short you hardly need to write it down, if your memory's good: Two cups flaked salmon. . . two hard-cooked eggs, chopped. . . two cups celery, diced. . . salt and pepper to taste. . . six small sweet pickles cut fine. . . Mix all the ingredients together with salad dressing or mayonnaise.

Homemakers, does the word "mayonnaise" remind you of a recent report from the Food and Drug Administration? If you use commercial mayonnaise in your salmon salad -- that is, if it's labeled mayonnaise, you may be sure it is genuine. The Food and Drug Administration looks after the labels, and it's up to us to read the labels, and to profit by the information thereon.

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